



WEBINAR

Overcoming Results Skepticism: Strategies for Building Trust



Meet Your Hosts



Meghan Ruble

Managing Director

meghan.ruble@socialpinpoint.com



Martina Wolf Battistone

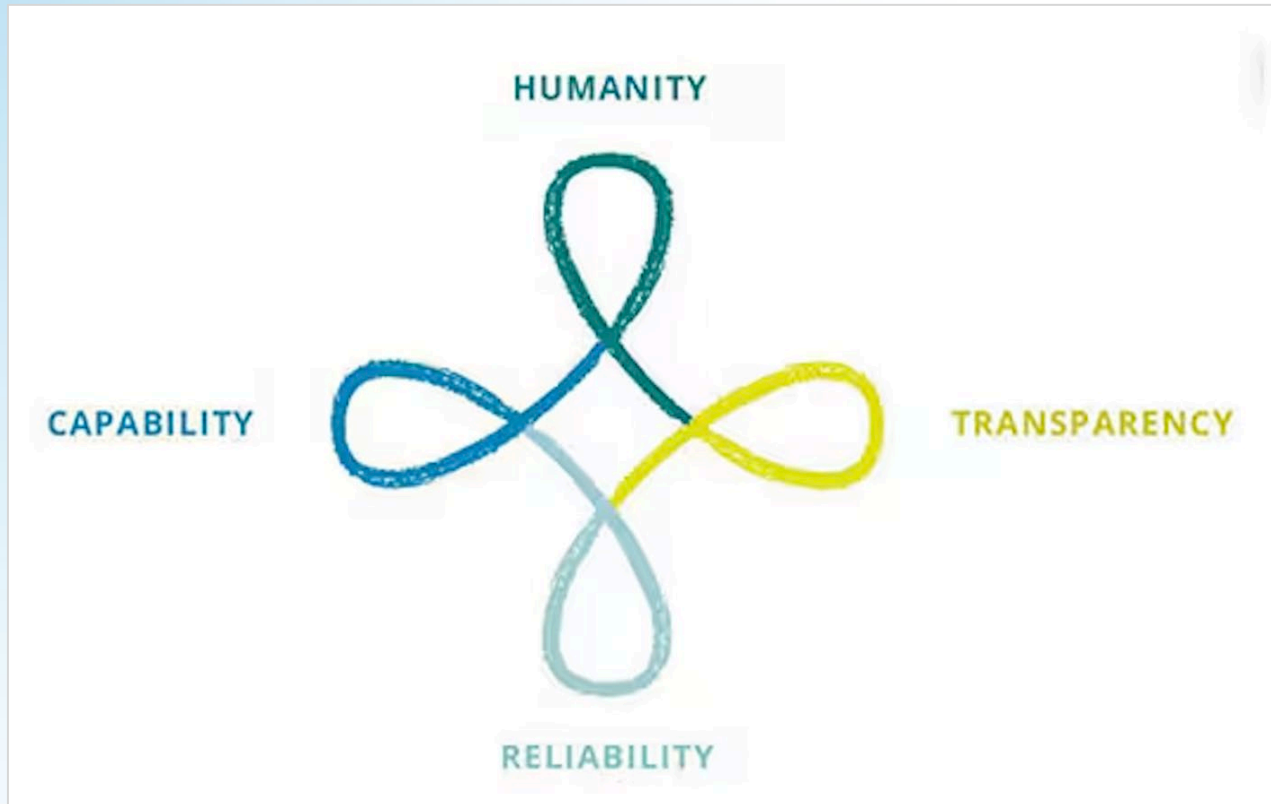
Practice Lead

martina.battistone@socialpinpoint.com

Housekeeping

- **Event timing:** The webinar is scheduled for 30 minutes.
- **Technical issues:** If you experience any issues during the live event, please contact us at events@socialpinpoint.com
- **Recording and slides:** The on-demand recording and presentation slides will be emailed to you in the coming days.
- **Questions:** Please leave any questions in the Q&A box.

Four Factors of Trust



Deloitte 2022

Humanity: consider interests, treat fairly and with respect

Capability: deliver on promises

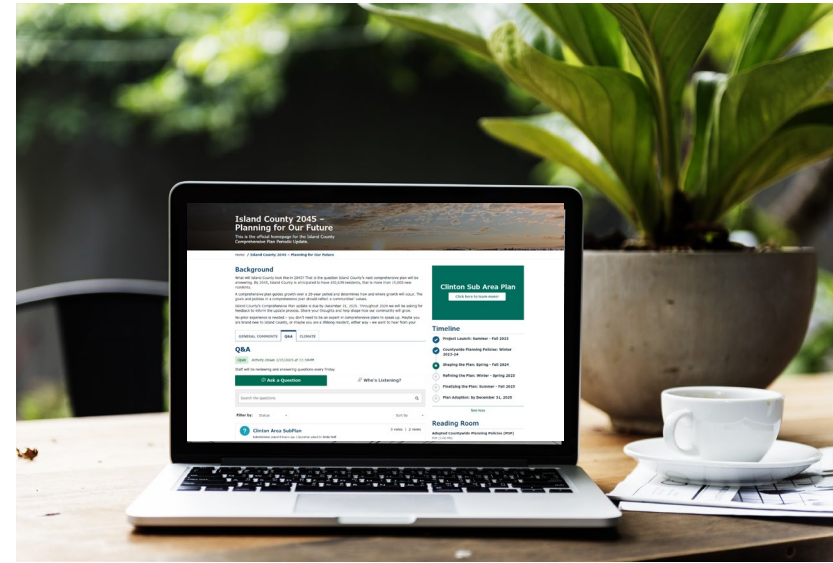
Transparency: actions are straightforward and made in good faith

Reliability: what happened before will happen again

Prepare

Screens off, thinking cap on!

- Consider your needs, timeline, stakeholders
- Engagement type
- Perceptions
- Misinformation
- Collection method
- Distribution



Build

Put the pieces into place.

- Public or private page
- Registration requirements
- Anti-spam CAPTCHA
- Submission limits
- Engagement tool choice
- Monitoring progress

PREPARE

#1 Lead with Facts

Uninformed opinions don't make for good public policy.

- Start with facts, timeline, tradeoffs
- Follow with why(s) and next steps
- Be aware of zero-sum perceptions
 - Physical spaces (bike lanes remove parking, vice versa)
 - Actively challenge assumptions about resource scarcity
- Show participants how and where to engage



PREPARE

#2 Ask Quality Questions

Checkbox engagement breeds anger and mistrust.

- Take non-options off the table
 - Don't ask anything you aren't open to actioning
- Clearly match the data you need to the questions you ask
- If you don't know why it's there, cut it
- Continue to educate within the question, where necessary

What is placemaking?

It is now widely accepted that well-designed, well-managed places deliver economic, social and environmental benefits and that placemaking goes far beyond good quality pavements or street furniture.



FAQ

Is the County considering licensing barn cats? ▾

Why is the County considering an on-leash regulation for dogs? ▾

Why is the County considering cat licensing? ▾

What are the current regulations for dog leashing in Rocky View County? ▾

What are the current regulations for cat licensing in Rocky View County? ▾

When would new regulations come into effect? ▾

How will new regulations be enforced? ▾

Next

f 16

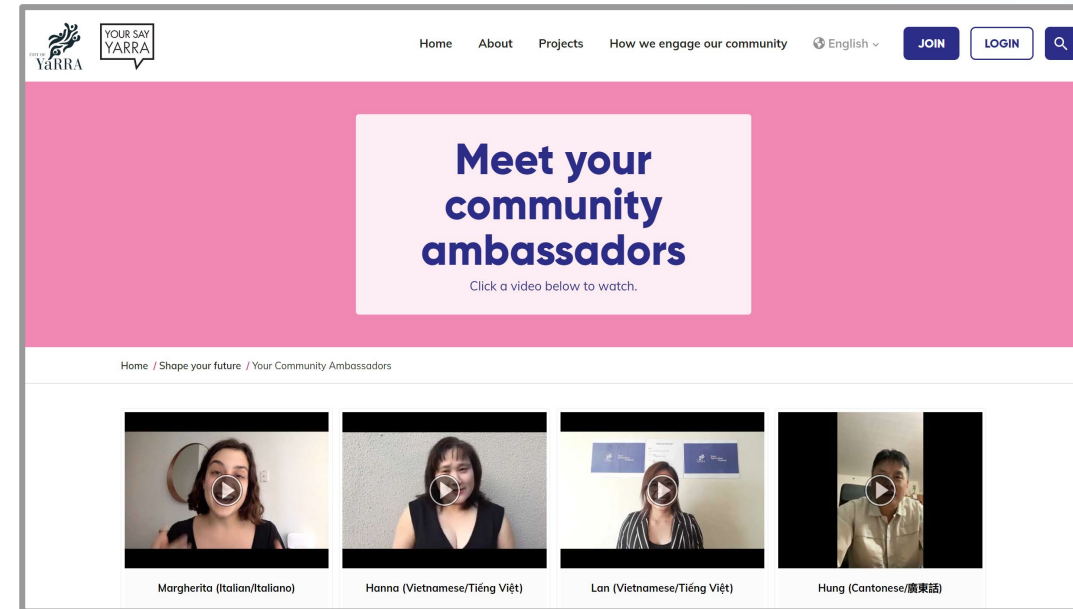


PREPARE

#3 Meet your Interested Parties

People organize when they feel sidelined or ignored.

- Identify known parties + groups
- Personally invite them to participate
 - Consider internal engagement space to help co-design outreach activities
- Recognize their advocacy in feedback activities
 - "Which of these groups do you belong to?"
- Balance intense or mobilized groups
- Continue to ask, "Who should be included?"
- Use incentivization sparingly



Open

Who should be involved?

Please share the name of individuals, groups, and organizations that we should be sure to connect with.

Submit

BUILD

#1 Create a Secure Environment

- Enable Registration
- Toggle on "Anti-Spam" CAPTCHA
- Toggle on "Unique Contributions" to limit users to one submission
- Set Member Attributes to collect or require
- Add "Faces" widget to show Who's Listening
- Make Reporting and Decision Commitments

Advanced


- Unique Contributions ?
- Activate Anti-Spam ?
- Registration Required ?

Budget Engagement 2025
Join us in shaping Rocky View County's 2025 Budget!

Home / Budget Engagement 2025

Update
Thank you to all residents who participated in the public engagement on Budget 2025! Below is a final summary report detailing what we heard.
• Budget 2025: What We Heard Report

Who's Listening?

 **Issy Agbonkhese**
Executive Director of Financial Services

ncil alongside the draft budget during a Special
cial Council meeting on Budget 2025,
Council. Information on the date and time of
Rocky View County.

Member Attributes
Sets the custom participant information (e.g. socio-economic data) that will be collected in the activity. Member attributes must be added at a sitewide level to appear in list.

Add member attribute

Please Select

Email Address *

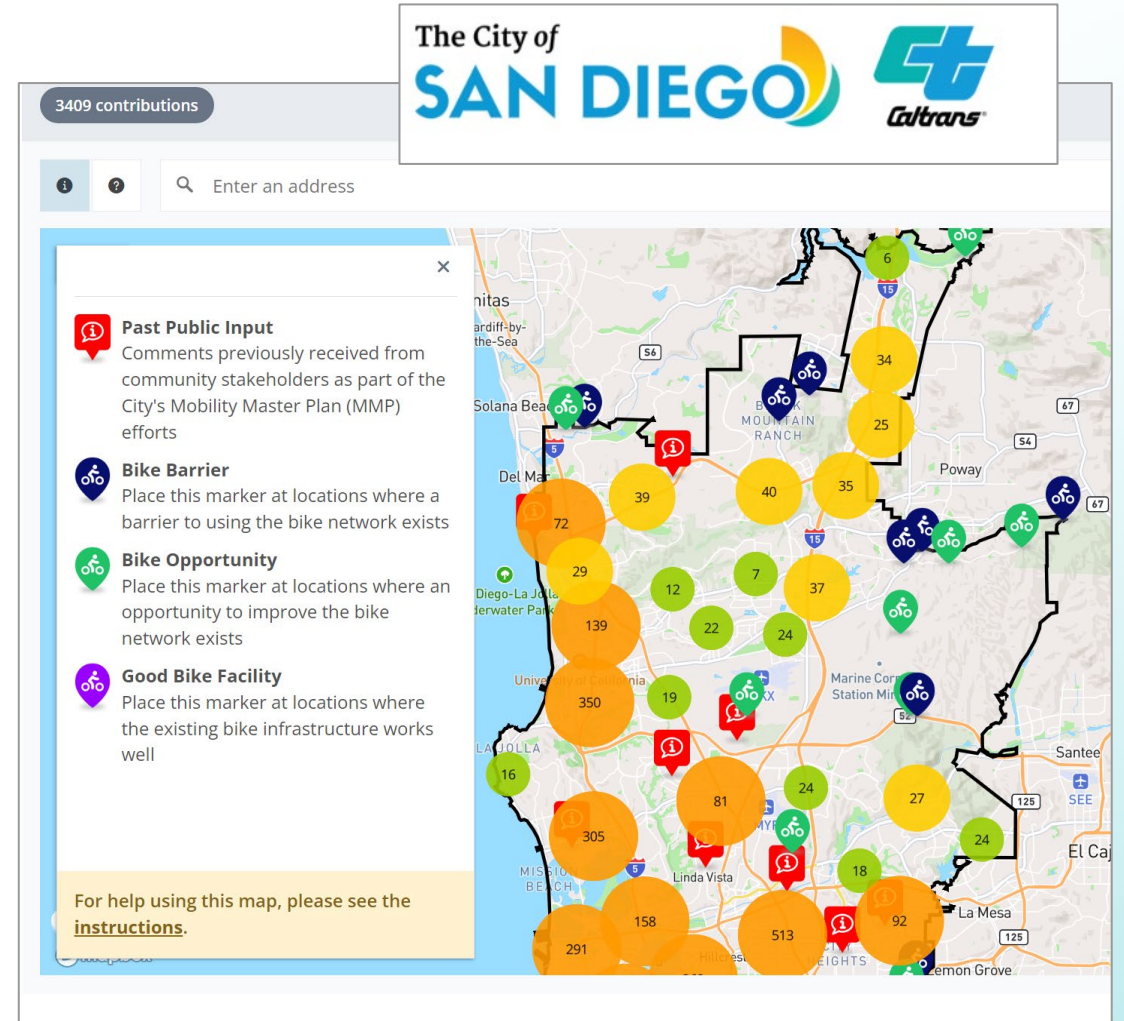
I agree to the privacy statement *

Postcode *

BUILD

#2 Choose Trusted Tools

- **Social Maps**
 - Use **Info Markers** to explain why certain options aren't available
 - "Liking" discourages flooding of individual comments
 - Community self-regulates with voting and rating
- Use **Hotspot** to show why feedback was or wasn't incorporated
- **Q+A** increases transparency, combats misinformation, humanizes interaction



BUILD

#3 Monitor Progress

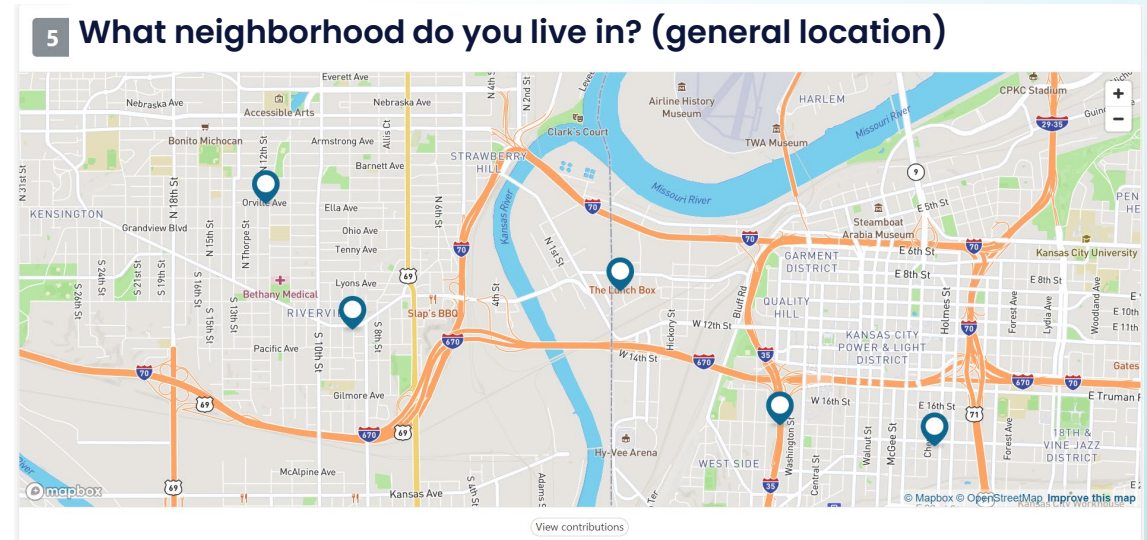
- Real time responses allow you to monitor submissions for:
 - Similar content
 - Timestamps
 - Common usernames
- Map stakeholders to identify underrepresented groups
- Acknowledge the difference between bots (unlikely) and organized groups

Response No:
5

Contribution ID: 6495

Member ID: 1137

Date Submitted: Aug 26, 2024, 11:03 AM



Upcoming Webinar

2024 Year in Review

Wednesday, December 18

11am PST | 2pm EST (30-min Duration)

- ✓ Innovative and impactful engagements
- ✓ Emerging trends and topics
- ✓ New and creative feature usage
- ✓ Strategies for success
- ✓ Actionable takeaways for 2025

www.socialpinpoint.com/webinars/2024-in-review

SAVE YOUR SEAT



THANK YOU

AICP CM: <http://www.planning.org/events/course/9301835>

